



THE CITY OF SAN DIEGO

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**"THINK BLUE" PSA TAKES HOME FOUR EMMY
AWARDS**

San Diego -- June 17, 2002 - The City of San Diego's Storm Water Pollution Prevention Program and American Dream Cinema were big winners at the 28th annual regional Emmy Awards Saturday, June 15. Nominated in six categories for the "Think Blue: Roads to Beaches" Public Service Announcement (PSA), the PSA dominated, winning in four of the six categories.

The awards were handed out by the Pacific Southwest Chapter of the National Academy of Television Arts and Sciences in a ceremony at the U.S. Grant Hotel. Taking home the Emmy were Greg Youtsey for Outstanding Achievement in Audio for a Spot, Jim Orr for Outstanding Achievement in Photography (Spot), and Ernie Anderson, Deborah Castillo, William Yancey and Jeanne Scott for Outstanding Achievement in Writing (Spot) and Outstanding Achievement for a Public Service Announcement.

The "Roads to Beaches" PSA was one of three produced by the City's Storm Water Program in the first year of its media campaign. In addition to "Roads to Beaches," the Storm Water Program produced two other PSAs with Four Square Productions, which was also nominated for its "Think Blue: Water Babies" Public Service Announcement.

"This is a wonderful achievement for the City of San Diego and our program," said program Director, Ernie Anderson. "It is not often that a government agency has the opportunity to do something like this and attain such wonderful recognition."

The emphasis of the "Think Blue" campaign is to educate San Diego residents, businesses and industry about storm water pollution, which accounts for approximately 90% of all beach postings and closures in the City and threatens the quality of living that San Diego is known for.

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